

Step 1: Place a color sticker (your choice) indicating existing location(s) of high bicycle activity - use the same color of sticker for each location.

2012 Bikes	2012 Evaluation							
Activity	Indicator	Indicator Units	2012 Benchmark	Honerable Mention	Bronze	Silver	Gold	Platinum
Sunday Open Streets	events	number	0					
Fun Rides	rides	number	4					
Bike to School	trips	percent	5%					
Mountain Biking Promotion	promos	number	1					
Signature Event	event	number	0					
Individualized Marketing	neighborhoods	number	0		A 4			
Wayfinding	facility	miles	0		\mathbf{T}			
Bike Maps	maps	number	4300					
BikeBloomington.com	webpage	visits	0					
Bike Demonstrations	demos	number	1					
Pit-Stops	pit-stops	number	0					
Clinics and Convoys	events	number	0					
Bike to Work Registration	participants	number	100					
BFB Program	participants	number	3					
Brown Bag Lunch Sessions	sessions	number	3					

Step 2: Rate each activity using the Bicycle Friendly Community system for Bloomington's current efforts.

,	A	2012 Platinum	Bil	ke Sı		t: 💰	T
Į		Sunday Open	ম ন	Number	None	2013	
	'	Streets	Events	Event Sponsors	None		
		Hold several Cyclovias from May to October to celebrate active transportation for all ages and abilities	Details	Location			
	_	active transportation for all ages and abilities	Dei	Route			
1		Keys to Success Lead Agency	-				
١		Support			***************************************		
1		Action		Percent	2012 ~5%	2013	
ľ		Bike to School	Trips to School	Туре	Bike/walk		
		Attain a daily participation	- 9	Who			
		Attain a daily participation rate of 25% of children walking and biking to school	Details	What When			
		Keys to Success					
ı	/)	Lead Agency Support	-				
		Action	In	dicators	2012	2013	
		Signature Event	Event	Number	none		
			_	Type	plan event		
	for	Create a new event or signature bicycle race that will attract all kinds of riders and spectators from around the region	Details	What			
	ss i or a	Keys to Success		Where	l		
	s fc	Lead Agency Support					
	sac	Action	In	dicators	2012	2013	
	to succ	Wayfinding	Facility	Miles	0		
	eys to s		S.	Туре	none		
	ir k ys t	Install wayfinding signage along all bike routes that give time and distance to arrive at various destinations	Details	Where			
	the · ke	Keys to Success		Misc.	l		
	am Jeir	Lead Agency Support					
	ogra n th	Action	In	dicators	2012	2013	
	pro gran	BikeBloomington.	Webpage	Visits	n/a		
	elp oro	com	We	Steps	n/a		
	d h dp p	Create a webpage to serve as a one-stop-shop for a wide variety of bicycle related resources	Details	Misc.			
	an I he	Keys to Success			<u>.</u>		
Step 3:Now carry forward higher rated activities from step 2 and help program their keys to success fo Bikes Month 2013. Also take 1 or 2 fledgling activities and help program their keys to success for an inaugural Bikes Month 2013 launch.		Lead Agency Support	-				
		Action	In	dicators	2012	2013	
	viti	Pit-Stops	Pit-Stops	Number	0 n/a		
	s fro acti			Who	n/a		
	ities ng	Provide pit-stops on Bike to Work Day which offer a variety of snacks, drinks, entertainment, dynamic	Details	Where			
	ctiv dgli	speakers, and prizes Keys to Success		WIICH	·		
	d ac flec	Lead Agency Support					
	atec - 2 h.	Action	În	dicators	2012	2013	
	er ra 1 or Inc	Bike to Work	idpants	Number	100 registered riders		
	ghe <e `<="" td=""><td>Registration Increase registration of</td><td>Part</td><td>Who</td><td>riders</td><td></td><td></td></e>	Registration Increase registration of	Part	Who	riders		
	d hi tal 313	Increase registration of cyclists, request feedback, and respond to needs for Bike-to-Work Day participants	Details	How			
	vard Ilsc 12(to ensure growth & success Keys to Success		Misc.	<u> </u>		
	orv S. A onth	Lead Agency					
	177 013 Mc	Support Action	În	dicators	2012	2013	
	Step 3:Now carry forward higher rat Bikes Month 2013. Also take 1 or 2 inaugural Bikes Month 2013 launch.	Brown Bag Lunch Sessions	Sessions	Number Type	3 n/a		
	ow onth		_	Who	IVA		
	3:N Mc ural	meetings with area employers to discuss bicycling and ways to increase bike	Details	When			
	sey de	commuter trips Keys to Success		Misc.	<u> </u>		
	ag igit	Lead Agency	T				

Work Day which offer a variety	.50					
of snacks, drinks,	Details	Where				
entertainment, dynamic speakers, and prizes	۵	When				
Keys to Success						
Lead Agency						
Support					 	
Action	In	ficators	2012	2013		
Bike to Work	ırts	Number	100			
	Partidipants	_	registered			
Registration		Type	riders			
Increase registration of		Who				
cyclists, request feedback, and respond to needs for	Details	How				
Bike-to-Work Day participants	2	Misc.				
to ensure growth & success		PIISC.				
Keys to Success					 	
Lead Agency					 	
Support						
Action	In	licators	2012	2013		
Brown Bag	Su	Number	3			
Lunch Sessions	Sessions	Type	n/a			
Lunch Sessions	Se	Type	.va			
Hold regular lunchtime		Who				
meetings with area employers to discuss bicycling	Setails	When				
and ways to increase bike	2	Misc.				
commuter trips		11130.	_			
Keys to Success					 	
Lead Agency	ļ				 	
Support						

Bikes Month 2013

2012 Platinum Bike Summit:

Step 4: Take your Bikes Month 2013 activities and place one color sticker (your choice) for each activity on the map under Step 1 to represent a respective target location. Do any dots connect?

2012 Platinum Bike Summit:

Marketing

Clinics and Convovs